



WTIC-TV

ORDER

Print Date 10/22/12

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Flight Dates 10/20/12-10/29/12

Contract / Revision 400155 - 1

Original Date / Revision
10/22/12 10/22/12

Advertiser US Chamber of Commerce

Agency Redshift

Buying Contact

411 Branchway Road
Richmond, VA 23236Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

US CHAMBER OF COMMER

Agency Com 15%

Billing Contact

411 Branchway Road
Richmond, VA 23236

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 178

Alt Order # 06387089

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 14% Market Value 417678

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	43%	179601
4WVIT	21%	87712
5WTNH	22%	91889
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	69	\$44,688.75	\$52,575.00	0.00	10/01/12	10/28/12	69	\$44,688.75	\$52,575.00
November 2012	11	\$5,015.00	\$5,900.00	0.00	10/29/12	10/29/12	11	\$5,015.00	\$5,900.00
Totals	80	\$49,703.75	\$58,475.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/22/12	10/26/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	10	\$400.00	02	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		10				\$400.00		0.00			
2	61	10/22/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	\$350.00	02	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$350.00		0.00			
3	61	10/20/12	10/28/12	Sa/Su 7a-9a Weekend Sa/Su 7a-9am Weekend I	CM	7a-9a	-----SS	:30	3	\$75.00	02	0.00	NM	7	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----SS		3				\$75.00		0.00			
		Week: 10/22/12	10/28/12	-----SS		4				\$75.00		0.00			
4	61	10/21/12	10/28/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$200.00	02	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **400155- 1** Flight Dates **10/20/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **US Chamber of Commerce** Product **US CHAMBER OF COMMERCE** Estimate # **178**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	61	10/21/12	10/28/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$200.00	02	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1					1	\$200.00		0.00		
Week:		10/22/12	10/28/12	-----1					1	\$200.00		0.00		
5	61	10/22/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	5	\$150.00	02	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					5	\$150.00		0.00		
6	61	10/22/12	10/26/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	MTWTF--	:30	2	\$650.00	02	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					2	\$650.00		0.00		
7	61	10/22/12	10/26/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	5	\$650.00	02	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					5	\$650.00		0.00		
8	61	10/22/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	10	\$425.00	02	0.00 NM	10	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					10	\$425.00		0.00		
E 9	61	10/25/12	10/25/12	Thur Prime B Glee	CM	9p-10p	---1---	:30	1	\$6,000.00	02	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---1---					1	\$6,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1	61	10/22/12-10/28/12		Thur Prime B			9p-10p	---Th----	:30	(\$6,000.00)		0.00 NM		
Credited														
10	61	10/26/12	10/26/12	Fri Prime A Kitchen Nightmares	CM	8p-9p	----2--	:30	2	\$3,000.00	02	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	----2--					2	\$3,000.00		0.00		
E 11	61	10/22/12	10/26/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	MTWTF--	:30	5	\$1,800.00	02	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,800.00		0.00		
12	61	10/22/12	10/26/12	M-F News at Ten News at Ten	CM	1030p-11p (10:30 PM-11:00 PM)	MTWTF--	:30	1	\$1,800.00	02	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					1	\$1,800.00		0.00		
13	61	10/22/12	10/26/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTWTF--	:30	5	\$550.00	02	0.00 NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					5	\$550.00		0.00		
14	61	10/20/12	10/27/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----2-	:30	2	\$1,300.00	02	0.00 NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----2-					2	\$1,300.00		0.00		
Week:		10/22/12	10/28/12	-----2-					2	\$1,300.00		0.00		
15	61	10/21/12	10/28/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$1,500.00	02	0.00 NM	3	\$4,500.00



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Contract / Revision **400155- 1** Flight Dates **10/20/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **US Chamber of Commerce** Product **US CHAMBER OF COMMERCE** Estimate # **178**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	61	10/21/12	10/28/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$1,500.00	02	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----2		2				\$1,500.00		0.00			
	Week:	10/22/12	10/28/12	-----1		1				\$1,500.00		0.00			
16	61	10/21/12	10/28/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$550.00	02	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1				\$550.00		0.00			
	Week:	10/22/12	10/28/12	-----1		1				\$550.00		0.00			
17	61	10/29/12	10/29/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	1-----		1				\$400.00		0.00			
18	61	10/29/12	10/29/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	2-----	:30	2	\$350.00	02	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	2-----		2				\$350.00		0.00			
19	61	10/29/12	10/29/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	2-----	:30	2	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	2-----		2				\$150.00		0.00			
20	61	10/29/12	10/29/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	1-----		1				\$650.00		0.00			
21	61	10/29/12	10/29/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	1-----		1				\$650.00		0.00			
22	61	10/29/12	10/29/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$425.00	02	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	2-----		2				\$425.00		0.00			
23	61	10/29/12	10/29/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	1-----		1				\$1,800.00		0.00			
24	61	10/29/12	10/29/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$550.00	02	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	1-----		1				\$550.00		0.00			
N25	61	10/23/12	10/23/12	Tue Prime Rotator X-Factor	CM	930p-1030p	-1-----	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1-----		1				\$6,000.00		0.00			
Totals														80	\$58,475.00